

TRAC Meeting: Outreach Subcommittee Minutes

July 15, 2010

Member Attendees

Last	First	Company
Leff	Michael	Valley Power Systems
Lujan	Steven	Cascade Sierra Solutions
Moir, Jr.	James	Mid-Pacific Industries, Inc.
Pfeifer	Nick	Granite Construction, Inc.
Phipps	Bob	Bettendorf Trucking
Schrap	Matthew	California Trucking Association
Young	Chris	Cummins Cal Pacific

Discussion Items

- ARB's Truck Outreach Plan
- Outreach Product Review
- Action Items

ARB's Truck Outreach Plan

- Kathleen Mead, ARB, gave an overview of ARB's Truck Outreach Plan. The Truck Outreach Plan shows a compilation of various outreach activities done by different branches within ARB in timeline format. Kathleen explained the outreach plan is broken down into phase I and phase II activities. The plan sets near term (phase I) goals focused on financial incentives, and longer term (phase II) goals focused on regulatory compliance. Highlighted elements include the postcard mailers to the DMV mailing list, the informational network, press releases, PIO media events and the California Truckin' Q&A.
- Heather Arias, ARB, and Jennifer Kozumplik, ARB, explained the phase I efforts involving financial incentives outreach and the importance of grantees taking advantage of funding early so they do not lose out on the opportunity to obtain financial incentive funding. Grantees must begin applying for funding 2-3 years before their first compliance date. The primary feedback they were looking for was how to structure their message and potential delivery options.
- Members commented that when it comes to funding (or any message from ARB) it is important to tell stakeholders exactly what they need to do and who they need to contact. Err on the informative side. Make sure the message is clear and informative about funding amounts and deadlines.
- Members also said that ARB should create a resource that is updated monthly that industry can check to know what funding is available. Have

materials available to the distributors, dealers and the end users. Staff asked members to let them know what questions and issues are not effectively being answered in our outreach materials so that the materials can provide more useful information.

- Phase II outreach efforts include dealer training, social media and “One Stop Truck Fairs”. ARB wants to establish an informational network to provide up-to-date ARB regulatory information to those who interact with affected stakeholders. When materials are created/updated the network will receive them via email listserv. All Outreach Subcommittee members will automatically be added to the network list, please let us know if you wish to be removed from this email list.
- Kathleen Mead presented the concept of “One Stop Truck Fairs” as part of the phase II outreach efforts. The idea involves ARB training on multiple topics, showcasing equipment, Enforcement Division demonstrations, and staff answering questions/providing information. Members suggested showing caution when advertising that the Enforcement Division will be present at the “One Stop Truck Fairs” because people may feel apprehensive to attend. Matt Schrap also suggested ARB attend CA Trucking Association Driver Appreciation and/or Truck Driver Championship events.

Outreach Product Review

- ARB has created a dealer training course to educate vehicle and equipment sellers on the regulations and resources available to help them assist their customers. The presentation was distributed to members for review and feedback. The presentation includes; regulation status, basic deadlines, funding opportunities, engine standards, seller disclosure requirements and tools for customer service. Members were asked to email Kathleen Mead any comments or feedback.
- Kathleen Mead gave a demonstration of the TruckStop website to show members the most recent updates to the website including those made to the useful links button and the new addition of the reporting and registration page. Member feedback on the website updates was positive. One member suggested that ARB purchase multiple domain names (ex. .org, .gov) so that end users can access the TruckStop website when entering different web addresses. Staff will look into purchasing multiple domain names for TruckStop.

Action Items

- If you manage a website that is visited by stakeholders subject to ARB diesel regulations please include a link to the TruckStop website on your homepage.